



STATE OF WEST VIRGINIA
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Press Release

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COURT ORDERS FLORIDA SWEEPSTAKES COMPANY TO REFUND MONEY TO WEST VIRGINIA CONSUMERS

The Circuit Court of Kanawha County on August 31, 2004 entered an order requiring Florida sweepstakes company, Seta Corporation of Boca Raton, Inc., to refund money to West Virginia consumers and to change its solicitations to comply with West Virginia law. Attorney General Darrell McGraw sued Seta Corporation and 105 telemarketers and direct mail marketers in 1994 for violations of the West Virginia Prizes and Gifts Act. Seta Corporation voluntarily agreed to an injunction prohibiting it from sending sweepstakes solicitations into West Virginia in midB1996.

Seta sold inexpensive jewelry by the use of sweepstakes mail solicitations that gave consumers the false impression that they had to buy merchandise in order to win and that buying merchandise would increase their chances of winning. The Circuit Court's order is based on four Seta solicitations that created a false need to respond promptly, used confusing deadlines, and failed to properly disclose the odds of winning, the number of prizes, the true retail value of the prizes, the sponsor of the sweepstakes, and the rules of the sweepstakes.

The order requires Seta to pay consumer restitution to the state in an amount sufficient to provide refunds to all West Virginia consumers who bought merchandise in response to the four solicitations. Seta must also provide a list containing the names, mailing addresses, and telephone numbers of those consumers. The State is then required to contact all the consumers to offer them refunds. The State will retain the consumer list for one year in order to locate consumers whose addresses have changed since the purchases took place.

The order also requires Seta to change its solicitations by eliminating misleading return addresses; eliminating mail formats that imitate overnight or courier delivery service; eliminating confusing entry deadlines; eliminating the use of all simulated notary signatures, seals, affidavits, and the like; eliminating the use of documents that purport to give Seta permission to release publicity in connection with winning; giving equal treatment to sweepstakes entries from all consumers; and providing all required disclosures of number of prizes, value of prizes, and odds of winning.

Persons who have questions about the court order may contact Attorney General McGraw's Consumer Protection Division by calling 1-800-368-8808.

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